

# 2025

## PROGRESS REPORT ADVERTISING OPPORTUNITIES



Lactanet is the leading dairy herd improvement organization responsible for milk recording, genetic evaluations, knowledge transfer and dairy cattle traceability.

As a farmer-run organization serving all Canadian dairy producers, Lactanet provides products, services and herd management solutions for efficient, profitable and sustainable dairy operations.

### Connect With Canadian Dairy Producers

Each spring, Lactanet releases Progress Reports for each region across Canada. As our flagship publication, each edition showcases top managed herds, publishable herd data, statistics, valuable benchmarks by province, and articles from dairy experts.

Collectively, the publications reach over 10,000 dairy producers, dairy farm advisors and industry partners throughout Canada.

Progress Reports are distributed and/or available to Lactanet customers in May/June.



AD SPECS

**Full Page Colour**  
Live Area: 7.5"W x 10"H  
Trim: 8.5"W x 11"H  
Add 0.125" for bleed

**½ Page Colour**  
7.5"W x 5"H

**¼ Page Colour**  
7.5"W x 2.5"H

Ontario & Western Canada Progress Report Advertising Rates and Circulation	
<b>Print Circulation</b>	5,000
<b>Full Page</b>	\$2,000
<b>Full Page Back Cover</b>	\$2,400
<b>Full Page Inside Covers</b>	\$2,250
<b>½ Page</b>	\$1,400
<b>¼ Page</b>	\$900

*Note: A printed copy of the Ontario and Western Canada Progress Report is available in English and distributed with the Milk Producer magazine. The French edition is available online.*

#### AD Formats

We accept high resolution AD file formats:

- PDF/X-4
- InDesign (with supporting fonts and images)
- Illustrator EPS (fonts converted to curves)

### Quebec and Atlantic Progress Reports



Advertising opportunities are also available for the **Quebec Progress Report** (French only) and **Atlantic Canada Progress Report** (English only).

For advertising rates and circulation please inquire.

#### Contact Us to Book Space

Fanny Carrière  
Marketing & Communications  
Coordinator, Lactanet Canada  
1-800-266-5248 (ext. 7733)  
fcarriere@lactanet.ca